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**Profile** More than 30 years of professional marketing, communications and public relations experience working internationally with multinational corporations

Senior management positions at top global agencies and Founder (1993) and Chairman of The Jeffrey Group, a marketing and communications consulting firm with five offices in the U.S. and Latin America

Adjunct Associate Professor of Management Communication at New York University Stern School of Business teaching undergraduates and MBA students since 2007

**Education** J.D. New York University School of Law (1977)  
B.S.J. Northwestern University Medill School of Journalism (1974)

**Teaching Experience** New York University Stern School of Business (2007 to Present)  
Department of Management Communication  
Undergraduate: Organizational Communication and its Societal Impact (C40.0065)  
Graduate: Management Communication (B45.2100)

University of Miami (1993-94)  
School of Communication  
Undergraduate: Public Relations and Society

**Professional Employment** **CEO and Founder, The Jeffrey Group** (1993 – Present)  
Founded The Jeffrey Group in Miami, Florida which has grown to become the largest public relations firm in Latin America with offices throughout the region and now also serves the U.S. Hispanic market. The Jeffrey Group develops and manages marketing, communications and public relations programs for the world's largest companies and brands including American Airlines, American Express, Coca-Cola, Microsoft, Sony and T-Mobile. With more than 100 full-time employees in five offices and \$6.5 million in fees, The Jeffrey Group is consistently recognized by the media, peers and industry sources as one of the leading public relations firms in the U.S. and Latin America.

**Executive Vice President, Rowland Worldwide Division of Saatchi & Saatchi, N.Y.** (1988 – 1993)

As Executive Vice President for International Operations of what was then the world's fourth largest PR firm, Sharlach was responsible for identifying and researching agencies worldwide for possible affiliation and acquisition. He also developed the systems, standards and practices for multi-office client service as well as knowledge transfer and sharing of information among 35 offices on five continents. In this role he was responsible for managing the multi-office servicing of global accounts as well as coordinating the international new business efforts. Sharlach developed the agency's internal communications tools and systems as well as the agency's global training curriculum which he administered during his tenure.

**Vice President, Director of Creative Services, Carl Byoir & Associates, New York** (1986-1987)

As worldwide Director of Creative Services, Sharlach developed the strategic approach and standards for the agency's creative efforts at Carl Byoir, then the oldest and third largest of the global public relations firms with more than 30 offices worldwide (bought and merged with Hill & Knowlton in 1987.) He supervised a staff of 16 at the agency's New York headquarters office and provided creative direction and resources for the other offices worldwide.

**Vice President, Client Service Manager, Burson-Marsteller, New York (1982-1985)**

As Client Service Manager for the multi-million dollar General Electric Consumer Products account, Sharlach supervised a staff of 16 professionals who managed the national U.S. public relations efforts supporting the General Electric Company's consumer products ranging from refrigerators to light bulbs. In addition to marketing support, the team developed and supported the division's public affairs, community relations as well as issues and crisis management efforts. The program was awarded a Silver Anvil by the Public Relations Society of America in 1984.

**Prior Experience**

Account Executive, Carl Byoir & Associates, New York  
Special Events Producer, Group W, Westinghouse Broadcasting, New York  
Writer and Producer, WINS Newsradio 1010, New York  
Reporter, Westchester-Rockland Newspapers, White Plains, New York

**Notable Speeches**

Keynote Address, Latin American Corporate Communications Conference  
São Paulo, March, 2005

Featured Speaker, International Public Relations Association (IPRA)  
Toronto, Canada, 1993

**Published Writings**

*International Public Relations Quarterly*, December 2001  
The Reunification of Latin America

*Reputation Management*, January, 2000  
Cross-border Flow of News and Information

*International Public Relations Review*, September, 1996  
Latin America: the New Frontier of Public Relations Opportunities

Regularly interviewed and featured in national general market and industry publications.

Industry expert commentary for Associated Press, ABC News, CNN, Huffington Post and others.

**Industry**

National Board of Directors, Council of Public Relations Firms (2003 to 2007)

**Awards**

Public Relations All-Star (*Inside PR Magazine*), 2000